

# Crisis PR: How to Plan for the Unexpected

危機

Danger

Opportunity

# CRISIS

“An unplanned event that has the potential to significantly impact your company’s operability or credibility; or to pose a significant environmental, economic or legal liability.”

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# NURSING HOME NIGHTMARE

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# Crises are about victims

# CRISIS PLANNING

- Prepare leadership to effectively manage crisis communications
- Help staff respond in a unified, professional manner
- Strategically protect or enhance the organization's reputation
- Manage the distribution of critical, often sensitive, information to employees, clients, the media and public



# PRE CRISIS

Engage in proactive community relations

Create a crisis communication plan

# CRISIS PLAN

- Quick start
- CERT
- Crisis policies
- Crisis scenarios
- Media and key audience contact data

**CERT**

**CRISIS EMERGENCY RESPONSE TEAM**

CEO/Executive director

CFO

Com director/spokesperson

Legal counsel

SME

Standby resources

# PRIORITIES

- #1** Limit the problem, end the problem or at least control the problem.
- #2** Communicate with those most directly affected (victims and their families)
- #3** Communicate with employees
- #4** Communicate with those indirectly affected (clients, government officials, neighbors and community leaders)
- #5** Communicate with the news media and other channels of external communication



People who feel they are  
not being heard, speak  
louder.

# STATEMENT TO THE MEDIA

- Express sympathy and concern for the victims and families
- Communicate company action steps
- Express full cooperation with authorities or investigation

# MESSAGE TRIANGLE

Supporting Message

Key Message

Supporting Message

Supporting Message

# POST CRISIS

Secure loose ends  
Recognition of Heroes  
Media coverage assessment  
Crisis communications review  
Update plan



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Do the right thing.

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